

In the Claims:

Please enter an amended claim set as follows:

1. **(original)** A method of inputting data into a qualitative research tool, the method comprising the step of:

inputting the data in association with a heading.

2. **(original)** A method as claimed in Claim 1, wherein the heading is a concept heading.

3. **(original)** A method as claimed in Claim 2, wherein the concept heading comprises a concept and predecessor concept.

4. **(original)** A method of inputting data into a qualitative research tool, the method comprising the step of:

inputting the data in association with a sample.

5. **(original)** A method as claimed in Claim 4, wherein the sample is a respondent.

6. **(original)** A method as claimed in Claim 4, wherein the sample is a sub-sample.

7. **(original)** A method of inputting data into a qualitative research tool, the method comprising the step of:

inputting the data in Commentary format, such as an AVI format.

8. **(original)** A method as claimed in Claim 7, wherein the AVI format represents Articulation, Verbatim or Interpretation (AVI).

9. **(currently amended)** A method as claimed in Claim 7-~~or~~8, wherein

Articulation, substantially what the research participant said, preferably expressed in the words of the researcher,

Verbatim, substantially a reproduction of substantially all, or a representative part, of a respondent's comment, such as a direct quotation from a research participant, and

Interpretation, substantially the researcher's observations, interpretations and conclusions on what the research participants said.

10. **(original)** A method of analyzing data input into a qualitative research tool, the method comprising the step of

analyzing the data input in accordance with commentary, such as AVI.

11. **(original)** A method as claimed in Claim 10, wherein the step of analyzing is conducted as the data is gathered.

12. **(currently amended)** A method as claimed in Claim 10 ~~or 11~~, further including the step of:

marking-up on an originally imported document.

13. **(currently amended)** A method as claimed in Claim 12, wherein the ~~mark-up~~ marking-up is conducted as research is conducted.

14. **(currently amended)** A method as claimed in Claim 12 ~~or 13~~, wherein the marking-up enables data to be allocated to a selected heading or commentary, such as AVI.

15. **(original)** A method of inputting data into a qualitative research tool, the method comprising the step of:

defining relationships between data, based on unique indicia.

16. **(original)** A method as claimed in Claim 15, wherein the indicia represents a problem statement, brand and/or picture.

17. **(original)** A method of arranging data in a qualitative research tool, the method comprising the step of:

providing an analysis frameworks for inputting, analyzing and/or interpreting research findings wherein the framework has a hierarchical structure.

18-21. **(canceled)**